

Consumer Buying Behaviour Towards Online Purchase

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Abstract

With the increasing internet literacy, the prospect of online marketing is increasing. There are millions of people online any time and they all are a potential consumers in the online market. The online shopping had become an entertainment activity irrespective of the gender differences. Consumer Behaviour is a complex and challenging field to analyze as preferences vary over a period of time. The traditional method of purchase is replaced with online mode facilitating the consumer anytime purchase providing all the benefits under a single roof, cost, convenience and communication. This study is conducted through online survey. Convenience sampling technique was used and data was collected from 102 consumers. To find out the perception of consumers' towards online purchase, 10 factors were considered, for the factor "I am satisfied with the experience of online shopping" lowest coefficient of variation value is observed which means that all the respondents perceived online shopping is convenient. To analyze the factors influencing consumers' satisfaction towards online purchase The statement "Satisfied with the

experience of online shopping” as dependent variable and the five predictors are S1: I shop online because of the cheaper price than solid shops, S2: The 24-hours operation attracts me to shop online as it is convenience, S3: It is good to have multi brands available in one website where I can shop different brands, S4: Free delivery charge is a price advantage when I shop online and S5: Product price is important to me when I shop as Independent variables, Regression analysis proved that the selected factors influencing consumer satisfaction is only 28%.

Key Words: Consumer Behavior, Online shopping

Introduction

Marketing is the art that persuades and provides customer satisfaction which is transformed to customer delight. The traditional marketing approaches have been replaced by the advent of latest technology wherein the buyers and the sellers meet at a virtual market through World Wide Web. This trend of product exchange had reduced the influence of middlemen over sales thereby gaining profit to the business and satisfaction to the consumers. To succeed in a dynamic marketing environment, marketers have an urgent need to learn and anticipate whatever they can about consumers. The online shopping mode has facilitated the consumer to make the utmost product purchase with ease and anytime. On the other hand, some consumers still feel uncomfortable to buy online. Lack of trust, for instance, seems to be the major reason that impedes consumers to buy online. Also, consumers may have a need to examine and feel the products, to meet friends and get some more comments about the products before purchasing. Such factors may have negative influence on consumer decision to shop online.

Moreover, it should be analyzed by online sellers that 'why some still prefer not to buy online'. Perceived characteristics of the web sale channel which include risk, advantage, online shopping experience, service quality, trust; second category is web site and product characteristics which are risk reduction measures, web site features and product characteristics; and the last category clarified by authors is consumer characteristics. Consumer characteristics are driven by various

types of features. Consumer shopping orientations, demographic variables, computer, internet knowledge and usage, consumer innovativeness and psychological variables.

Review of Literature

M.Vidya, P.Selvamani (2019), their results indicated that the online shoppers are satisfied with all the product dimensions and the variables like educational qualification, knowledge of online shopping, frequency of online purchases and preferred mode of payment had a significant relationship with the awareness level on online shopping.

Mohammad Anisur Rahman, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana, Sujan Chakravorty (2018), their study revealed that consumers shop online to save time, and for available varieties of products and services. Both male and female have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase apparels, accessories mostly through cash on delivery method of payment. Most of the consumers are concerned about the security of the payment system, and their overall online shopping satisfaction is mixed.

Dr.V.Santhi, Dr.L.Nanda Gopal (2018), their research findings gave a clear and wide picture to online retailers and help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater the need of online shoppers.

Pushpak Singhal, Dr.Supriyo Patra (2018), found that functional parameters like price, convenience and brand availability are the top three reasons for males to shop online while the females gave much preference to convenience for purchasing online which has overruled the main reason which we might have opted for i.e. discounts. Both the groups gave less preference to various discounts available in these platforms..

Lakshmi.S (2016) stated that factors that affect consumers while shopping online, are convenience, and trust. The other important factors for them are prices and quality of products.

Ms. Dipti Jain, Ms. Sonia Goswami, Ms. Shipra Bhutani (2014) Their research findings revealed that Consumer expectations and perception towards online shopping were examined in terms of perceived risk, perceived usefulness, perceived enjoyment and perceived ease of use. The perceived risk negatively impact consumers' attitude towards online shopping while perceived usefulness, perceived ease of use and perceived enjoyment has no impact on consumers' attitude towards online shopping.

Dr. Amit Kumar Singh, Malsawmi Sailo (2013) stated that online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online goods he or she is affected by multiple factors. They compare prices in online stores and then review all feedbacks and rating about product before making the final selection of product and decision.

Objectives of the study

1. To find out the perception of consumers' towards online purchase.
2. To analyze the factors influencing consumers' satisfaction towards online purchase.

Hypothesis of the study

H₀₁: The selected factors are not influencing consumers' satisfaction towards online purchase.

Data collection

The purpose of this qualitative, phenomenological study was to explore the perception of consumers towards online purchase and the factors influencing consumer satisfaction. A questionnaire with 5 point Likert scale was used and data was collected through online survey. Convenience sampling technique was used and 102 consumers were taken for the study to extract the data.

Data Analysis

Descriptive statistical analysis technique is used to study the perception of consumers' towards online purchase. To analyze the influence of selected factors on consumer satisfaction, Multiple Regression statistical tool is used. The statement "Satisfied with the experience of online shopping" as dependent variable and the five predictors are

S1: I shop online because of the cheaper price than solid shops,

S2: The 24-hours operation attracts me to shop online as it is convenience,

S3: It is good to have multi brands available in one website where I can shop different brands,

S4: Free delivery charge is a price advantage when I shop online and

S5: Product price is important to me when I shop as Independent variables

Scope and Limitations of the study

Consumers from the Vijayawada region were taken for the study.

Analysis and Discussion

Table 1.1: Consumer perception towards online purchase: Descriptive statistical analysis.

Statements	Mean	Standard Deviation (S.D)	Coefficient of Variation (C.V)
S1	3.961	0.681	17.192
S2	3.923	0.719	18.327
S3	3.596	1.000	27.808
S4	4.038	0.869	21.57
S5	4.221	0.823	19.497
S6	3.375	1.090	32.296
S7	4.442	0.588	13.237
S8	4.000	0.955	23.875
S9	4.307	0.764	17.738
S10	4.269	0.727	17.029

S1: I am satisfied with the experience of online shopping, S2: I am satisfied with e-retailer, S3: I shop online because of the cheaper price than solid shops, S4: The 24-hours operation attracts me to shop online as it is convenience, S5: Online shopping provide me a wide variety of products than solid shops, S6: I shop online because I do not have time to shop at solid shops after work or study, S7: It is good to have multi brands available in one website where I can shop different brands, S8: Free delivery charge is a price advantage when I shop online, S9: Product price is important to me when I shop and S10: I will consider delivery time for the products when I shop online

The above table depicts that for the statements S1 (17.192), S2 (18.327), S5 (19.497), S7 (13.237), S9 (17.738) and S10(17.029), low coefficient of variation value is observed, which means that all the respondents show similar perception towards online purchase, Whereas high coefficient of variation is observed among the statements S3 (27.808), S4 (21.57), S6 (32.396) and S8 (23.875), which proved that there are some differences in the opinions of respondents towards the statements.

Table 2.1: Factors influencing consumer behavior during online purchase: Estimation of Variance Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.5376	.2890	0.2524	0.5676

Dependent variable: Satisfied with the experience of online shopping, Predictors: S1: I shop online because of the cheaper price than solid shops, S2: The 24-hours operation attracts me to shop online as it is convenience, S3: It is good to have multi brands available in one website where I can shop different brands, S4: Free delivery charge is a price advantage when I shop online and S5: Product price is important to me when I shop

R Square value indicates the percentage of the total variance caused by the five predictors which stands at 0.28%. The following table 2.2 of ANOVA proved that the variation brought in by the four predictors is significant.

Table 2.2: Variation Analysis-ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	12.7076	5	2.5415	7.888	0.000002
1	Residual	31.2535	97	0.3222		
	Total	43.9611	102			

Dependent variable: Satisfied with the experience of online shopping. Predictors: S1, S2, S3, S4 and S5.

Table 2.3: Regression Coefficients

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.4820	0.4869	3.0432	0.0030	0.5154	2.4485	0.5154	2.4485

5	0.0822	0.0618	1.3295	0.1867	0.0405	0.2050	0.0405	0.2050
3	0.0508	0.0684	0.7427	0.4594	0.0849	0.1866	0.0849	0.1866
4	0.1229	0.1071	1.1478	0.2538	0.0896	0.3355	0.0896	0.3355
5	0.1946	0.0684	2.8433	0.0054	0.0587	0.3304	0.0587	0.3304
5	0.1568	0.0833	1.8820	0.0628	0.0085	0.3223	0.0085	0.3223

Dependent Variable: Satisfied with the experience of online shopping, **Predictors:** S1, S2, S3, S4 and S5

Based on the Un Standardized Coefficients the regression equation is identified as

$Y = 1.4820 + 0.0822 X_1 + 0.0508 X_2 + 0.1229 X_3 + 0.1946 X_4 + 0.1568 X_5$; Where Y= Satisfied with the experience of online shopping, **X1:** I shop online because of the cheaper price than solid shops, **X2:** The 24-hours operation attracts me to shop online as it is convenience, **X3:** It is good to have multi brands available in one website where I can shop different brands, **X4:** Free delivery charge is a price advantage when I shop online and **X5:** Product price is important to me when I shop

The Multiple Regression analysis proved that the five chosen predictors have only 28% impact on consumer satisfaction, which means that there must be some other factors which influence their online purchase behavior but were not covered in the study. Therefore, the null hypothesis is accepted.

Conclusion

Due to technological innovations, the traditional way of shopping has been replaced with online shopping. The Internet has fundamentally changed consumers purchasing behavior due to convenience, cost and communication. The descriptive statistical analysis proved that consumers are giving priority for online purchase as all the respondents are educated and have knowledge of online shopping. Some of the major reasons for preferring online shopping is availability of multiple brands, price discounts, 24 hour shopping and free delivery charges.

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